I claim:

1. A method of determining a risk of cardiovascular disease in a subject, comprising

obtaining a body fluid or cell sample from the subject;

measuring a level of apolipoprotein B (apo B) in said sample; and

correlating said level of apo B obtained in said measuring step with the risk of cardiovascular disease in the subject, wherein the apo B is the only sample component used in said correlating step.

2. The method of claim 1, wherein the body fluid sample is a blood, serum or plasma sample.

3. The method of claim 1, wherein the cell sample is a buccal cell sample.

4. The method of claim 1, wherein said measuring step comprises contacting the apo B with a signal-generating substance, generating a signal from the signal-generating substance, and measuring the signal.

5. The method of claim 4, wherein the signal-generating substance is an antibody or antigen for the apo B, which is directly or indirectly labeled.

6. The method of claim 1, wherein the apo B is the only sample component measured in said measuring step.

7. The method of claim 1, wherein, in said measuring step, any measurement of cholesterol is avoided.

8. The method of claim 1, wherein, in said measuring step, any measurement of triacylglycerols is avoided.

9. A method of monitoring a risk of cardiovascular disease in a subject, comprising

obtaining an initial body fluid or cell sample from the subject;

determining a baseline level of apolipoprotein B (apo B) in said initial sample;

feeding to said subject a substance which reduces the apo B level in the subject;

obtaining an additional body fluid or cell sample from the subject;

measuring a level of apolipoprotein B (apo B) in said additional sample;

comparing said level of apo B obtained from said additional sample with said baseline level; and

correlating any change in apo B level obtained in said comparing step with the risk of cardiovascular disease in the subject, wherein the apo B is the only sample component used in said comparing and correlating steps.

10. The method of claim 9, wherein the body fluid sample is a blood, serum or plasma sample.

11. The method of claim 9, wherein the cell sample is a buccal cell sample.

12. The method of claim 9, wherein said determining and/or measuring steps comprise contacting the apo B with a signal-generating substance, generating a signal from the signal-generating substance, and measuring the signal.

13. The method of claim 12, wherein the signal-generating substance is an antibody or antigen for the apo B, which is directly or indirectly labeled.

14. The method of claim 9, wherein the apo B is the only sample component measured in said determining and/or measuring steps.

15. The method of claim 9, wherein, in said determining and/or measuring steps, any measurement of cholesterol is avoided.

16. The method of claim 9, wherein, in said determining and/or measuring steps, any measurement of triacylglycerols is avoided.

17. The method of claim 9, wherein the substance is a cholesterol-lowering nutraceutical.

18. The method of claim 17, wherein the cholesterol-lowering nutraceutical is one or more substances selected from the group consisting of a phytosterol, soy protein, β-glucan and psyllium.

19. The method of claim 9, wherein the substance is a phytosterol.

20. The method of claim 19, wherein the phytosterol comprises a stanol fatty acid ester.

21. A method of screening for candidate substances suspected of having a cardiovascular disease-reducing effect, comprising

obtaining an initial body fluid or cell sample from a subject;

determining a baseline level of apolipoprotein B (apo B) in said initial sample;

feeding to said subject a substance suspected of reducing the apo B level in the subject;

obtaining an additional body fluid or cell sample from the subject;

measuring a level of apolipoprotein B (apo B) in said additional sample; and

comparing said level of apo B obtained from said additional sample with said baseline level, wherein a reduced apo B level in said additional sample is indicative that the substance has a cardiovascular disease-reducing effect, and wherein the apo B is the only sample component used in said comparing step.

22. The method of claim 21, wherein the body fluid sample is a blood, serum or plasma sample.

23. The method of claim 21, wherein the cell sample is a buccal cell sample.

24. The method of claim 21, wherein said determining and/or measuring steps comprise contacting the apo B with a signal-generating substance, generating a signal from the signal-generating substance, and measuring the signal.

25. The method of claim 24, wherein the signal-generating substance is an antibody or antigen for the apo B, which is directly or indirectly labeled.

26. The method of claim 21, wherein the apo B is the only sample component measured in said determining and/or measuring steps.

27. The method of claim 21, wherein, in said determining and/or measuring steps, any measurement of cholesterol is avoided.

28. The method of claim 21, wherein, in said determining and/or measuring steps, any measurement of triacylglycerols is avoided.